25x'25: Energy for Economic Growth

NRECA Annual Meeting
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25x'25 AMERICA'S ENERGY FUTURE

Bringing the Vision to Life

25x'25: A National Alliance

- Formed through a grant from the Energy Future Coalition
- Organized to explore agriculture and forestry's role in America's energy future
- Evolved to now include conservation, environment, business, defense and rural development organizations and leaders

The 25x'25 Vision

By the year 2025, America's farms, ranches and forests will provide 25 percent of the total energy consumed in the U.S. while continuing to produce safe, abundant and affordable food, feed and fiber.

America's Mega Challenges

National Security

Economy

Environmental Degradation

"The policies and practices of the past will not meet the needs of tomorrow"

New Energy Future is Coming:

- Cleaner
- More secure
- More resilient
- More decentralized
- More participatory

Energy Drivers

- Declining cost of wind and solar
- Economics
- Changing customer needs and interests
- Political dynamics
- Lower carbon economy
- Aging infrastructure and workforce

RECs Can Lead this Transformation

- Core mission is in alignment
- Will involve new business models
- Understanding and meeting member needs is key
- RE programs can add value and strengthen member loyalty
- New mission/new heroes!

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